| **Characteristic** | **N = 37**1 |
| --- | --- |
| chatbot\_graphics\_are\_of\_quality\_resolution\_for\_used\_icons\_menus\_content |  |
| 3. Moderate-quality graphics and visual design (generally consistent in style) | 12 (32%) |
| 4. High-quality/resolution graphics and visual design – mostly proportionate, stylistically consistent | 13 (35%) |
| 5. Very high-quality/resolution graphics and visual design - proportionate, stylistically consistent throughout | 12 (32%) |
| chatbot\_content\_visual\_is\_appeal\_font\_color\_and\_size |  |
| 2. Little visual appeal – poorly designed, bad use of colour/font/Size, visually boring | 3 (8.3%) |
| 3. Some visual appeal – average, neither pleasant nor unpleasant | 12 (33%) |
| 4. High level of visual appeal – seamless graphics – consistent and professionally designed | 12 (33%) |
| 5. As above + very attractive, memorable, stands out; use of colour enhances app features/menus | 9 (25%) |
| Unknown | 1 |
| 1n (%) | |